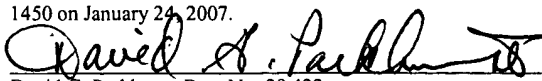


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David G. Parkhurst, Reg. No. 29,422



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JOHN W. MCMULLEN, ET AL.

Serial No. 10/754,155

Filed: January 9, 2004

For: STORE WITH INTERACTIVE  
MERCHANDISING SYSTEM AND  
METHOD OF OPERATION

Examiner: Amee A. Shah

Group Art Unit 3625

Docket No. CUSTB 63550

January 24, 2007

Los Angeles, California 90045

REQUEST FOR EXTENSION OF TIME  
UNDER 37 CFR 1.136(a)

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Applicant respectfully requests a two-month extension of time to respond to the final Office Action dated August 25, 2006 and the Advisory Action dated November 28, 2006, in the above-identified patent application. The requisite fee of \$450.00 pursuant to 37 CFR 1.136(a) is enclosed herewith.

01/29/2007 MWOLDGE1 00000075 10754155

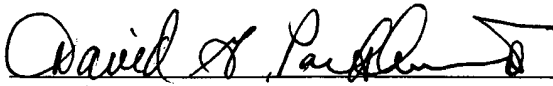
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450.00 0P

Please charge any additional fee or credit any over-payment to our Deposit  
Account No. 06- 2425. A duplicate copy of this paper is enclosed.

Respectfully submitted,

FULWIDER PATTON LLP

By:   
David G. Parkhurst  
Reg. No. 29,422

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